

## WHAT IS CLAIMED IS:

1. A system for providing node targeted content in an addressable network, comprising:
  - an access request receipt module;
  - means for providing information in response to the access request; and
  - means for providing at least one message to be displayed prior to completing display of the information.
2. The system of claim 1, further comprising:
  - a user profile containing user information; and
  - a base message set from which the at least one message is chosen; wherein the choice of the message is based on the user information.
3. The system of claim 2, further comprising:
  - a first transmission module operative to transmit the information; and a second transmission module operative to transmit the at least one message.
4. The system of claim 3, wherein the second transmission module is further operative to transmit the entirety of the base message set prior to the first transmission module transmitting the information.
5. The system of claim 3, wherein the second transmission module transmits the at least one message during transmission of the information by the first transmission module.
6. The system of claims 4 and 5, wherein the first and second transmission modules are the same.
7. The system of claim 4, wherein the message is an advertisement.
8. The system of claim 2, wherein:
  - the user information is specified by a user;
  - the access request receipt module is located at a first site of the addressable network;

the user profile is stored in a database; and

the database is located at a second site of the addressable network.